



Aladdin and his Wonderful Lamp

Whenever Aladdin rubbed his lamp, there appeared before him his faithful servant—the genie—ever ready to obey his wishes. That was the day of miracles.

Today, this wonderful lamp is interpreted as a latent force, its proper application bringing to your command the modern genie—advertising.

Released by the desire to achieve, advertising has proved to the world its power to accomplish and exercised its influence in successful merchandising.

For Better Advertising

Frank Kiernan & Co.
Advertising Agency
135 Broadway New York
Phone REcor 1252

Two Generations of Advertising Experience

WAR DEPARTMENT SALE OF Materials and Equipment AT

General Ordnance Depot,
May's Landing, N. J.

The War Department will sell all materials and equipment now owned by the Government and located at the General Ordnance Depot, May's Landing, N. J.

All material and equipment will be sold "as is, where is" and in its present condition. Send your representative to the plant immediately to inspect the materials and equipment offered in this sale, as complete descriptions of all commodities are not available.

Quick action is advised—Buildings have been sold and must be vacated by the 15th of February. Bids on any individual item or group of items will not be considered. Bids must be submitted for the entire lot to be taken in one lot. See the New York Commercial of January 18th for list.

ACT PROMPTLY.
Philadelphia District
Ordinance Salvage Board,
1710 Market St., Phila., Pa.

Too Grave a Risk

POSTPONING the matter of making your will is too grave a risk to take, because the future happiness of your dependents may be at stake. We offer our services as executor or trustee of your estate.

Friday, January 21st is Make a Will Day of National Thrift Week. Observe it by making yours.

FULTON TRUST COMPANY OF NEW YORK
Member Federal Reserve System
149 Broadway

McBRIDE'S THEATRE TICKET OFFICES

PEOPLE who brag of the size of their cellars and the prices they pay for theatre tickets are not among McBride's patrons. For the cost of a theatre ticket at McBride's is the box office price, plus only 50c for service—no matter how popular a show and how great the demand for seats may be.

Hotel McAlpin 160 Broadway
71 Broadway 160 Broadway
PHONE 1100 BRYANT



Kensico
The Permanent
Burial Park

Rea Explains Curtailment by Penn. Railroad

Declares There Are 58,000 Idle Freight Cars on Sidings of System and Number Is Increasing Daily

Hopes for Revival Soon

Between 800 and 900 of Long Island Road's Workers Laid Off Recently

In explanation of the further reduction in the operation expenses of the Pennsylvania Railroad Samuel Rea, president of the road, said yesterday that there are 58,000 idle freight cars on the sidings of the system, or about 20 per cent of the number of freight cars owned by the company; that the number of idle cars is increasing daily and that freight traffic has declined 20 to 22 per cent, compared with early fall.

The manner in which this new reduction will be met is left to the discretion of the superintendent and department heads.

Although it has been denied that the Long Island Railroad is affected by the order of the Pennsylvania Railroad, it became known yesterday that within the last sixty days between 800 and 900 Long Island Railroad employees have been laid off and that further reduction in the working force may be expected.

Officials of the Long Island said yesterday that the 10 per cent cut in the number of employees resulted from the order of the Interstate Commerce Commission, which recently granted interstate lines an increase in fares, and that the Long Island, being intrastate, was not permitted to raise its passenger tariff. While it was said that no passenger trains have been taken off, it was admitted that further layoffs are being considered, there is a likelihood of some reduction in passenger service.

President Rea's Statement

President Rea said: "By reason of the continued falling off in business, the management of the Pennsylvania Railroad has instructed all departments to effect a further reduction in expenses of 10 per cent, as compared with the expenses in November, 1920. This is in addition to the 10 per cent reduction previously decided to be necessary.

"There is no arbitrary rule adopted. The principle on which the reduction will be made is to secure the utmost economy consistent with safety and efficiency. The management, however, have been directed that in carrying out these instructions they should do so in the manner best adapted to avoid, so far as possible, unnecessary disruption of the organization, or individual hardships.

"It is to be hoped that the reduction in business will continue for only a brief period. The management of the Pennsylvania Railroad sincerely regrets that uninterrupted employment cannot be assured to every faithful man on pay roll. But the situation is a practical one and no way has as yet been devised in such circumstances as those now existing to avoid a reduction in expenses and working forces.

Idle Cars Increase Daily

"As indicative of the severity of conditions confronting the management it may be pointed out that the Pennsylvania Railroad system now has on its lines 58,000 idle freight cars, which is about 20 per cent of the number owned, and that the idle cars are increasing daily. Freight traffic has declined 20 to 22 per cent, as compared with the early fall, and all available information as to the prevailing conditions in the productive industries and general commerce indicate that a further slowing down in the freight movement must be anticipated before recovery can be reasonably expected.

"Regrettably there is, therefore, no course open to the management except to curtail expenses accordingly."

\$200,000 in Danish Art Brought Here for Sale

Dealer Denies Collection Belongs to Members of Royal Family at Copenhagen

Customs officials removed from the Scandinavian-American liner Frederik VIII a collection of art objects valued at \$200,000 when that liner reached her pier in Hoboken yesterday. The collection removed from the Frederik VIII is said to be a part of a larger group, owned by a Danish nobleman, who plans to sell the collection in its entirety in this country.

The art objects were in charge of Holger Perlov, a Copenhagen art dealer. He called aboard the report that the collection is owned by the royal family of Denmark and is being disposed of in order to reimburse the royal exchequer of that country.

All of the pieces in the collection are representative of Danish art. Some of the pieces in the collection, which includes paintings, examples of needlework, vases, cups of silver and other specimens, are said to be 100 years old. In the face of this and the fact that Mr. Perlov intends disposing of the collection largely to museums, most of the pieces will pass duty free. The collection was taken to the appraiser's office in the Custom House, however, where it will be held pending the disposition of the case by the Treasury Department.

The collection includes a portrait by Balthasar Denner, a Danish artist, which is dated 1749 and valued at \$10,000. During a storm on the trip the glass to the portrait was broken. To prevent injury to the picture which high seas threatened to enter his cabin, via a broken porthole Mr. Perlov put the prized portrait in his berth and slept on a sofa.

\$13,377 Bowie Sale Total

\$7,388 Paid for Early American Furniture on the Third Day

The third afternoon's sale of furniture collected by Mrs. William D. Bowie, of Baltimore, held at the American Art Galleries yesterday, amounted to \$7,388. The total so far for the sale is \$13,377.55. The final session will be held this afternoon. Sales yesterday included:

Early American inlaid mahogany table, Heppelwhite period of the eighteenth century, to O. Barnett, agent for a private buyer, for \$270.
Early American inlaid mahogany card table, made by Dunbar, to Mr. J. O'Reilly for \$200.
Early American mahogany bureau; to Mr. Howe for \$150.
Early American mahogany sideboard; to W. J. O'Reilly, agent for a private buyer, for \$220.
Early American applewood desk; to Mrs. A. Greenbaum for \$130.
Early American mahogany tallboy; to G. E. Parish for \$220.
Early American walnut tallboy; to Mr. Howe for \$180.
Pair of early American mahogany dining tables; to Mrs. Ann Brown for \$160.
Pair of early American mahogany dining tables; to J. J. O'Reilly for \$200.
Early American mahogany bookcase of drawers; to Mrs. R. D. Carter for \$140.
Early American mahogany spinet; to Mrs. C. Purdy for \$110.

The Stage Door

"The Rose Girl," the musical comedy by Anselm Goetzl and William Cary Duncan, which will open the Shuberts' Ambassador Theater, in West Forty-ninth Street, shortly, will have its first performance in Atlantic City to-night.

Twelve boxes which will be a feature of the reconstructed Century Promenade have been named for actors who have left their imprint upon the theater—Burage, Garrick, Siddons, Hornhardt, Forrest, Booth, Tree, Irving, McCready, Barrymore, Corbin, and Keane. This room will see the opening of the "Midnight Rounders of 1921" in about ten days.

At the Hippodrome this morning the seat sale begins for the gala performance Sunday evening, January 30, under the patronage of Mrs. Samuel S. Koenig for the Neighborhood Circle, which provides for some of the needs of the poor of the East Side.

The Fairbanks twins have been engaged by P. Ziegfeld Jr. to play another year in the "Nine O'Clock Revue" on the New Amsterdam Theater roof.

Two contrasting plays have been added to the program to be given tomorrow afternoon at the Century Theater for the Actors' Fund. One is a one-act drama, with Margaret Anglin, Holbrook Blinn, Dorothy Donnelly and Bruce McRae, entitled "The Recol." The other is a dramatic travesty entitled "The Triangle" with Florence Reed, Edmund Breese, Henry Stephenson, Frederick Truesdale and Walter Walker. Owing to the length of the performance the curtain will rise at 2 o'clock sharp.

The second scene of "Miss Lulu Bett" will be presented at the Astor Hotel to-morrow at the monthly luncheon of the Theater Assembly. The scene will be acted by members of Brock Pemberton's cast now playing at the Belmont Theater.

The American Academy of Dramatic Art and Empire Theater Dramatic School will present two plays at a matinee in the Lyceum Theater to-morrow—"Suppressed Desires," a melodrama in one act, by George Cram Cook and Susan Glaspell, and "The Waldives," a comedy in four acts, by George J. Hamlin.

A benefit performance for the Children's Fund of the Board of National Review will be given to-morrow evening in Carnegie Hall. Charles Chaplin, in "The Kid" and Pola Negri, in "Passion," will be the feature films.

The company which has been engaged for "Dulcy," the comedy by George Kaufman and Marc Connelly, includes Lynn Fontanne, John Wray, Gregory Kelly, Gilbert Douglas, Wallis Clark, George Alison, Elliot Nugent, Howard Landsey, Harry Lifford, Constance Pellissier and Norma Lee.

Miss Isolda Menges Is Heard

In Pleasing Violin Recital

Miss Isolda Menges gave a recital at Aeolian Hall yesterday afternoon. This young violinist is full of talent. Furthermore, her playing is interesting. She has a large tone, ample technique and excellent ideas of interpretation. Her program included Handel's Sonata in D major, Bach's Prelude and Sonata in D minor, Kreisler's arrangement of Paganini's Scilienne and Rigaudon and Beethoven's Rondino. Boyd's Samoan Lullaby, Chabrier's Scherzo-Valse, Bach's Prelude and Fugue in G minor and other pieces by Chopin-Wilhelmj, Debussy and Brahms-Joachim.

"Tosca" Sung at Metropolitan

Puccini's "Tosca" was sung at the Metropolitan Opera House last evening. Miss Farrar, Mr. Gigli and Mr. Scott were in familiar roles as Floria Tosca, Mario Cavaradossi and Baron Scarpia, and Mr. Moranzoni directed the performance.

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Mrs. Catt Split Leslie Estate to Stop Contest

Objections of Suffragist to Management of Property Overruled by the Referee

Mrs. Carrie Chapman Catt, who inherited the bulk of the \$2,000,000 estate of Mrs. Frank Leslie, paid \$260,000 to two prospective contestants of the will in order to avoid litigation, according to the report of the referee, former Supreme Court Justice Edward H. Hatch, submitted for approval to Surrogate John P. Cohalan yesterday.

The report also revealed that Mrs. Catt had found fault with the management of the estate by the two executors, William Nelson Cromwell and Louis H. Cramer, and asked the court not to approve of their report on several grounds, one being that fees of \$75,000 each to Edgar T. Brackett and Sullivan & Cromwell, for legal services, were excessive.

She also objected to the manner in which taxes on certain property had been paid, with the way a mortgage had been handled and with awards to claimants which she had made herself, according to the report. All objections were overruled by the referee.

The referee found that despite a settlement of \$160,000 upon Mrs. Carrie H.

Wrenn, of Brooklyn, made in writing, Mrs. Catt kept objecting to the executors paying Mrs. Wrenn for a long time. He recommends that interest be paid to Mrs. Wrenn for the period of delay.

Miss Weeks, Unable to Get New Position, Sues Cort

Ada Mae Weeks, formerly a member of the "Jim Jam Jems" company, applied to Supreme Court Justice Ford yesterday for a temporary injunction restraining John Cort, theatrical manager and producer, from interfering with her efforts to obtain a new position. Decision on the application was reserved.

Miss Weeks has started suit against Mr. Cort for \$25,000 damages, alleging that he compelled her, by calling her names and cutting her salary, to break her contract with the "Jim Jam Jems" company, and then wrote to the Producing Managers' Protective Association that she was still under contract with him, so that she found it impossible to get another part.

Butler Dividend Announced

CHICAGO, Jan. 19.—Butler Brothers, wholesale general merchandise dealers, to-day announced a quarterly dividend of 3 1/4 per cent, adding that in the last quarter of 1920 they have suffered a merchandise depreciation loss of \$7,750,000.

Third National MARINE Exposition

Grand Central Palace

January 24 to 29, 1921

America's Achievements on the Sea—Marine Engineering, Ship Building Exhibits—Up To Date Inventions, Motion Pictures. Promenade Concerts by N. Y. C. Marine Band.

Open from 2 to 10.30 pm. Admission 50c

AEOLIAN HALL, Sat. Aft., Jan. 22, at 8:15

Cesar Franck Program

More Stanley Huicheson

Samuel Gardner

Mason & Hamlin Piano-Steinway Piano.

Carnegie Hall, Mon. Eve., Jan. 24, at 8:15

Piano Recital by ALFRED

AEOLIAN HALL, Wed. Aft., Jan. 26, at 8:15

Series of Beethoven Sonatas.

Leo Fuld Stokowski will lecture.

Met. Louisa Charlton, Steinway Piano.

Carnegie Hall, Sat. Aft., Jan. 22, at 8:15

At 2:30—2d Violin Recital, EFRM

ZIMBALIST

Seats at Box Office. (Steinway Piano)

Carnegie Hall, Tues., Jan. 25, at 8:15

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